

ABSTRACT

A RF transaction device is provided, which is operable to store a private label transaction account identifier associated with a private label transaction account. The invention further includes a RF operable reader in communication with a private label transaction processing system. The RF transaction device communicates with the reader to provide the private label transaction account identifier to the transaction processing system. As such, the invention provides a RF transaction device which may be used to complete a transaction using RF frequency in a contactless environment.